

BECOMING A CHARTERED MARKETER

Having Chartered Marketer status demonstrates that you practise the highest professional marketing standards by keeping your marketing knowledge and skills current.

The benefit to you

As a Chartered Marketer you should gain more credibility with employers, and a competitive edge over your peers, helping you to progress your career more effectively. Only The Chartered Institute of Marketing can award Chartered Marketer status to a marketer. We campaign with employers to recognise this status as the benchmark for highly skilled marketers. As a consultant in the marketing arena, Chartered Marketer status can demonstrate ongoing commitment and competency to your clients.

The benefit to your employer

Many marketers have a relevant marketing qualification, but Chartered Marketers must ensure that they maintain and develop the currency of their marketing skills and knowledge. Chartered Marketer status is an effective measurement of business competency and expertise, which will ultimately contribute to better business performance. It is also a reassurance that the marketer will be ethical, experienced and can demonstrate first class marketing skills to give you improved business advantage.

How to become a Chartered Marketer

1. Complete 35 hours of continuous professional development (CPD) each year for two consecutive years and record your activities on this record card. You must hold either Member (MCIM) or Fellow (FCIM) status to be eligible for Chartered status, but you can start collecting your CPD hours as an Associate Member (ACIM) or Affiliate Member.
2. Submit your completed record card with supporting evidence annually for each of these two years by 31st December.
3. If your evidence is sufficient, then you will be awarded Chartered Marketer status.

Maintaining your Chartered Marketer status

1. Continue to complete at least 35 hours CPD each year.
2. Once you have submitted your initial two years evidence and gained the Chartered Status, you will only be required to submit evidence as part of our 10% random survey. (Please note that as there are around 4500 Chartered Marketers, you may be requested to do this two years in a row).

For more information

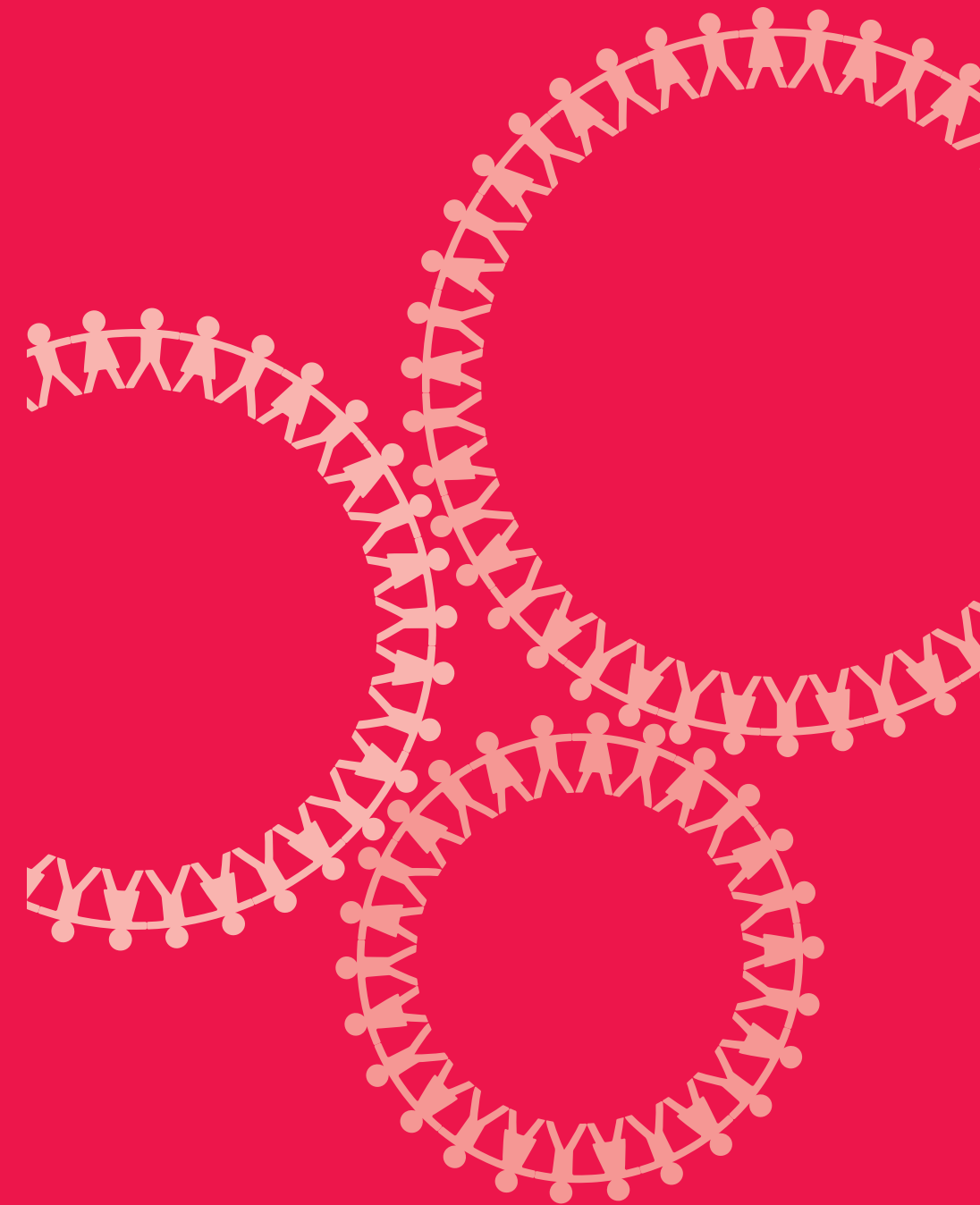
- Visit our website at www.cim.co.uk/charteredmarketer
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CHARTERED MARKETER

CPD RECORD CARD JULY 2005 - JUNE 2006

Member's Name

CIM Membership no.

Member's Name:		CIM Membership no:		Postcode:		
Organised By	Date	Category	Hours	Hours Claimed	TOTAL QUALIFYING HOURS CLAIMED	

Tick here if you DO NOT wish to be included in the online Chartered Marketer register

The Categories

CPD can be categorised under marketing, management and business related themes which are divided into the following areas:

1. Post-Qualification Studies

This category automatically meets Continuing Professional Development and includes higher degrees - MA, MBA, MPhil, MSc, PhD, awarded by Government recognised universities and also includes first degrees. Full Members (MCIM/FCIM) may claim the CIM Postgraduate Diploma as CPD.

CPD Hours: Up to 35 hours annually may be claimed under this category.

2. Short Courses

CIM will recognise courses which will maintain, improve and broaden your knowledge and skills. Courses may be:

- Related to marketing - such as the CIM e-Marketing Award and the CRM Award
- Non-marketing related courses - which aim to develop your overall business knowledge, such as accountancy, management and project management
- Distance learning - which includes participation in study programmes organised by Members of the Association of Business Schools, The Open University and other CIM listed course providers

CPD Hours: Up to 35 hours annually may be claimed under this category.

3. Language Training

This will count towards CPD provided that you:

- Are studying for a recognised award
- Forward to CIM an employer's letter confirming that the language training will be useful in your work
- Undertake language training for personal development, as part of a future career move to secure a new job, or are studying at a level which is likely to enhance your promotional chances

CPD Hours: Up to 35 hours annually may be claimed under this category.

4. In-Company Development

This category includes:

- Training undertaken as part of a planned, in-company management development scheme. You are required to provide evidence from your employer outlining details of the scheme
- Project work - Company specific projects within an organisation to recognise the interaction between marketing and other business disciplines in support of the organisation's strategy. For example, cross-organisational working - the launch of a new website, new market entry
- Promotion and Appraisal - recognition will be given for your development within an organisation - evidence must be provided by your employer to validate outstanding performance and promotion

CPD Hours: Up to 35 hours annually may be claimed for this category with the exception of Promotion and Appraisal for which up to 8 hours of CPD may be claimed.

5. Imparting Knowledge

This category includes:

- Authorship of books - should be published on marketing, sales and management related subjects, however, other areas will be considered on a case by case basis
- Preparation of papers for conferences and seminars relating to marketing and management issues
- Preparation of articles and reviews relating to marketing and management issues

CPD Hours: Up to 14 hours annually may be claimed under this category.

6. Mentoring

Mentoring others within an organisation to allow for the effective dissemination of knowledge. Included under this section is:

- Coaching/Mentoring - e.g. Duke of Edinburgh Award, Prince's Youth Business Travel, Young Enterprise Scheme, mentoring CIM members, Understanding Industry
- Part-time teaching by non - academics

NB. This category excludes consultancy work and projects undertaken on behalf of clients.

CPD Hours: Up to 21 hours annually may be claimed under this category.

7. Conferences and Exhibitions

Attending conferences and exhibitions organised by:

- The Chartered Institute of Marketing
- Other marketing or job/industry related organisations
- Attendance at other exhibitions and conferences relevant to your industry or role

CPD Hours: Up to 10 hours annually may be claimed under this category.

8. Contribution to the Community

This includes:

- CIM national, regional, branch and industry group committees/working parties
- Committees of other marketing organisations
- Job related committees outside your own organisation e.g. trade association
- Society contributions such as charity work and School Governor

CPD Hours: Up to 8 hours annually may be claimed under this category.

9. Private Study

Private study involves learning new skills and/or improving marketing/management performance and knowledge. This category, where applicable, must be recorded by noting the source, date and relevance of the data obtained.

This may include:

- Online research - information extracted from the CIM Knowledge Hub at www.cim.co.uk/knowledgehub
- Learning new job related skills
- Reading marketing and sales related publications

CPD Hours: Up to 8 hours annually may be claimed under this category.

10. Meetings

CPD can be claimed for attending meetings, excluding social events and meetings during normal working hours, which are:

- Marketing/management related meetings (evidence must be submitted)
- Achieved via other professional bodies which recognise the need to develop an understanding of business e.g. via ACCA, CIPD, CIPS, CIMA, RICS
- 'Continuing Professional Development' meetings held by CIM branches/industry groups (Please note that the CIM branch/group chairman decides which branch meetings are to be recognised as CPD)

CPD Hours: Up to 10 hours annually may be claimed under this category.

Please note:

- The total amount of hours claimed under categories 7,8,9 and 10 should not exceed 28 hours annually
- Where study time is in excess of 35 hours annually, additional time may not be carried forward as a credit for the following year's CPD
- Please keep copies of your Record Card and supporting evidence
- All submissions should arrive at CIM by the 31st December 2006. Please return to the address on the back of this leaflet
- The approved maximum number of continuing professional development hours for record purposes is: 1/2 Days = 3 1/2 hrs, 1 Day = 7 hrs, 2 Days = 14 hrs, 3 Days = 21 hrs, 5 Days = 35 hrs